

**SYSTEM AND METHOD FOR DELIVERING CUSTOMIZED AUDIO DATA****ABSTRACT**

A method for providing customized audio data products that includes the steps of (1) storing a machine readable hearing profile for a customer, (2) accepting via a data input device or data network for example, machine readable orders from the customer for a particular audio data product, (3) associating the hearing profile for the customer with the particular audio data product, (4) modifying the particular audio data product according to the hearing profile to produce a customized audio data product, (5) delivering the customized audio data product to the customer, for example via a network or by a machine readable storage medium, (6) accepting feedback from the customer concerning the subjective performance of the customized audio data product, and (7) modifying the hearing profile in response to the feedback is provided. A system that includes a source of an audio data product, such as an Internet accessible registry, and processing resources that are configured to receive a request for the audio data product, and to associate the audio data product with a customer hearing profile is provided.